Learning Conversation Notes	
Name of Partner: Breastfeeding Coalition	Date: November 18, 2004
Number of Children Served: 84 Mothers with 86 Babies served through 143 visits – 100 initial visits and 43 follow up visits.	Ages: 10 -less than one week 30 -one week old 17 -two week old 8 - three week old 5 - four week old 7 - 5-7 week old 3 - 8 week old 2 - more than 8 week old
When Served: July 1, 2004 - present	Gender: Ethnicity: 39 Females 77% Caucasian 47 Males 10% Hispanic 5% East Indian 5% Asian 3% African American

Conversation Participants:

Fiona Tuttle, Heidi Kolbe, Jackie Kampp, Mary Wagner-Davis, Kathryn Gonzales-Culwell, Don Ferretti, and Nancy Baggett.

Desired Outcomes:

- Placer County women served by the Breastfeeding Coalition are supported and breastfeed through both 6 weeks and 6 months postpartum, resulting in healthier babies.
- Increase the non-First 5 funding of this program by 10% to support and sustain the Breastfeeding Coalition.

Performance Measures:

- Demographics (number of 0-5 served by gender, age, and when services were provided).
- Number and type of referrals given by the Breastfeeding Coalition
- Number of Placer County residents contacting toll free support line & reasons for calling
- 6 week and 6 month client follow up survey results
- Stories from mothers served
- Summary of other non-First 5 funds obtained

What is this data telling us about achievement of outcomes?

- It is good to see that 40 of the babies are seen within the first week as a Lactation Consultant this is exactly what you would like to see because of the narrow time window of opportunity.
- With the follow up calls the information they received was revealing that the women who were no longer breastfeeding had some major problems that physically prevented them from breastfeeding- ie: breast reduction surgery, breast cancer, etc.
- They are seeing roughly 5% of all births in Placer County (this does not include phone calls).
- 360 Mothers have contacted the toll free line since July 1, 2004, the number one reason for calling is sore nipples the other two main reasons are, baby having trouble latching on and perceived low milk supply.
- The majority of the moms they see are 25-35 years of age, have incomes of over \$75,000.00, and are referred by the hospitals.

6 week and 6 month surveys – 52 moms replied to the surveys (Mary):

- 100% found the lactation consultant helpful.
- 95% felt that the consultation improved their success in breastfeeding- the 5% were unable to breastfeed and equated this with the relationship with the success of the consultation.
- 98% felt more confident with their knowledge of breastfeeding.
- 51% had one consultation, 33% had two consultations, 11% had three consultations, and 5% had four or more consultations.
- 100% were still breastfeeding at 6 weeks and 71% were still breastfeeding at 3-5 months!
- The reasons for no longer breastfeeding were insufficient milk, too painful to breastfeed, mothers were too ill or had physical limitations.
- 100% would refer to a friend this speaks to the sustainability- (see Next Steps below).
- 97% felt that the breastfeeding coalition services helped them breastfeed their baby longer than they would have otherwise.
- Of the 5% that had stopped breastfeeding 40% stopped at less than 2 months and 60% stopped at 3 months.

Sustainability:

• Applied to the Auburn Indian Community without success – this application was proposing to work with nursing students to make them breastfeeding mentors – requesting \$35,000 which included the salary of a coordinator – they heard later that they did not want to pay any salaries.

They are going to go ahead and do this anyways as a pilot program—Jackie will be donating her time and working with Sacramento State — Sacramento State has encouraged them to apply for an educational grant after Jackie's pilot program. They have offered to help Jackie through the application process to have a better chance of success in getting this grant. They also hope to work with the schools in the area offering new nursing programs- ie: Sierra College.

- Working on a letter campaign They are working on a letter asking for donations of funds or participation, and will be sending it out to women served and health care providers.
- Educational Conference is scheduled for May 12-13, 2005, and they are very confident that this will bring in outside funds they are using the funds from last years conference to pay for the warm line this year.

In what ways will we apply what we have learned from our data?

- It is better to contact mothers in the evening so contact can be made with the working moms and they can be included in the numbers.
- Maybe moms that have been served can help assist those that are needing transportation or funding or support.

Other points that were made during the conversation:

- With assistance from Mike, they have developed two intake forms to improve demographic data collection and tracking accuracy, quickly and more efficiently—one is completed by the mother, and one is completed by the person serving the mother.
- The initiation rate of breastfeeding seems to be increasing but once they leave the hospital it falls off.
- There are significant differences within the different cultures around the issue of breastfeeding, language barriers also brings some problems.
- There is research that indicates that breastfeeding even for a short time (just 2 weeks) makes an impact on overall health and brain development. The more the better.
- They support some moms that do both formula and breastfeeding.
- Most referrals are made to mother support groups and health care providers.
- Babies that are ill are sometimes weaned from breastfeeding for a variety of reasons ranging from Doctor's recommendations to Mother's being overwhelmed –The Coalition have really focused on empowering women with breastfeeding knowledge instead of trying to change Doctors.
- Moms really carry concerns for their babies based on experiences with their other children they still tap into the coalition and their services including weighing.
- Barriers still exist for breastfeeding mothers including: free diaper bags with formula given by the hospitals, societal issues, non-supportive physicians and health care systems, unsupportive workplaces, etc.

Next Steps:

- Try to make a connection with Kaiser Women's Health to get the information out about the services that can be provided by the Breastfeeding Coalition.
- Further break out ethnicity and language ie: Russian, British, American Indian, etc.
- Track the ethnicity of both the mothers and the children this is important because of the differences in cultures.
- Try to talk more about the brain development message when serving moms.
- It would be interesting to track the number of consults a mother has if she is having too much pain during breastfeeding.
- Should also ask if they have referred to a friend and if the friend has come OR if they
 have shared breastfeeding information or helped a friend with breastfeeding concernsmom to mom support.
- Don suggested that they contact the Placer Legacy. The Motherlode Foundation has given funds to the *Placer Leave a Legacy* to help agencies with receiving donations. Jackie will contact Placer Legacy for assistance.
- Create a separate data collection for breastfeeding vs milk feeding.
- Track extreme problems as a separate category on the intake form.
- Hold a training around differences in cultural beliefs and breastfeeding Fiona and Heidi could assist with this.
- Participate in the Open Space Theme Area around Nutrition to be held in April or May.
- Strengthen partnerships with agencies serving mothers who aren't coming to the clinic so they can get the information out to the moms they are serving.
- It makes sense to get together for the next learning conversation at the end of May, after the next Education Conference.